

Plain Talks



News

JULY, 1971

Texas Tall



In this day and age few items get closer scrutiny than the working man or woman's paycheck, and it isn't long after that the sounds of anguish reverberate down the hallways and byways from coast to coast.

It's a common malady, and it's heard just as often and loud at its source in Washington as in Red Lodge, Montana or Gator Growl, Florida. We call it the Tax Bite Syndrome.

Be thankful your portion is taken a bite at a time each month. Suppose you had to fork over the whole amount at one time? In all likelihood the roars of anger would put a stop to all but the most necessary forms of "government services" we support. And it used to be this way. But this monthly withholding has a two-fold purpose. It makes it easier to pay, and it also lulls the taxpayer's mind to the extent he doesn't realize just how much he is paying. And the figures are climbing each year (9.1 percent during the last fiscal year).

What can be done about it? Write your elected representatives, vote them out of office if necessary. But don't blame it all on them. It seems almost everybody in the nation wants free goodies from the government, not to mention hundreds of various governments around the world. And for every give-away program the government has, there are thousands of takers, anxious to spend your hard-earned money.

When we the people decide to give up, or at least cut back on the "freebies", then we can demand in all good conscience that our representatives in Washington, the state houses and city halls implement economy and get us off the inflationary roman candle to poverty.

PM

The Rising Cost Of "FREEBIES"



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Number 6

July, 1971

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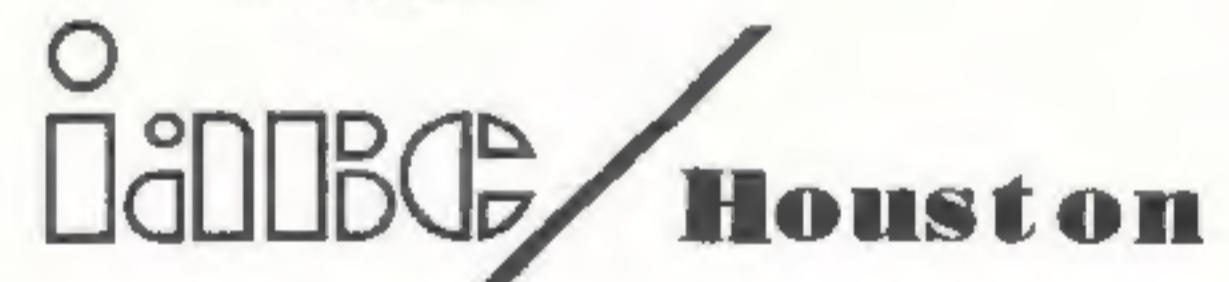
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Baton Rouge

Member:



OUR COVER:

Built in 1929, the Edson Hotel was a landmark as the tallest hotel building in the Lone Star State. Recently, J. M. Stokes, vice-president, finance and secretary of the company, received a key in the mail. It was the master key for the old hotel, and with it came a flood of memories.

TEXAS TALL

Back when Texas was still the largest state in the union no adjective could surpass anything that was prefaced by the word "Texas". If a man described his farm as "Texas Big", his listener knew it was big. The Edson Hotel in Beaumont, now headquarters of our company, often shared in such boasts. "Why we've got a hotel down in Beaumont that's Texas Tall."



If Vice President J. M. Stokes appears somewhat vexed, it's only because he is holding a key that unlocks memories, not doors.

What good is a key that fits no locks?

Obviously, it has outlived its original purpose, but the master key held by J. M. Stokes, vice president-finance and secretary of the company, has unlocked a storehouse of memories. Mr. Stokes recently received the key attached to a letter from Charles L. Berly, secretary and treasurer of the Edson Realty Co. and a brother of retired employee H. L. Berly of Beaumont.

"When the Edson Hotel was erected in 1928," wrote Mr. Berly, "I was the secretary and treasurer of the company that built it, and later I came in possession of the enclosed master key which opened all the doors of the Edson Hotel. You (Gulf States) are now the owner and occupant of this building and it is possible that this key might have some value to you, although I understand most of the inside doors have been disposed of."

While it is true that Mr. Stokes would have been the envy of his business associates if he had gained possession of the key years earlier, he is nonetheless happy to have it now.

The 22-story Edson was the tallest hotel building in Texas upon completion, and it remains the loftiest point on the Beaumont skyline today. A gala grand opening introduced the hotel to Beaumonters on Nov. 1, 1929.

Open house festivities included two free dances with guests waltzing to the strains of Charles Boulanger and his Georgia Melodians. Mr. Boulanger's melodies apparently left no footnote to musical history, but he was popular enough in his day for the hotel management to "import" the band from the Knickerbocker Grill at 42nd Street and Broadway in New York City.

Another out-of-towner at the opening was "Pretty (it says here) Peggy Farrell," a Broadway singing star of the era.

The open house proved to be a prelude to future happenings, for the Edson's "Roof Garden Ballroom" (now the 20th floor auditorium) soon became a favorite Southeast Texas dance spot.

The Edson remained a popular stopover for Beaumont visitors until the 1950s when motor hotels surged onto the local scene. It was also during this time that steadily increasing business, a growing personnel roster and the addition of new machinery prompted our company's management to look for roomier quarters.

The company purchased the building in 1955 for \$835,000. Initial renovation cost was placed at \$1.5 million.

The Edson bade farewell to its last official occupants in December, 1955, but it was not until later that a more stubborn group of "unofficial guests" were persuaded to leave.

The unwanted guests were a nest of wasps that had taken up residence in the hugh neon "Edson Hotel" sign atop the building. So fond were the wasps of their quarters that it took a team of professional exterminators to separate them from their lodgings so the marquee could be removed.

Shortly after the wasps left, the renovation began in earnest. It was also at this time that Mr. Stokes' key was rendered useless for all practical (or impractical) purposes, for the interior doors of the hotel were replaced. Presently, only one floor of the building retains the original hotel doors.

In fact, there is little remaining of the original interior to suggest that the building once was Texas' tallest hotel. The structure has been revamped throughout with the exception of the fourth, fifth and sixth floors (the sixth floor is currently being remodeled).

Whereas the master key once permitted entry to 285 rooms, its usefulness today is limited to conjuring up memories of a bygone era. But a glance at the key still produces a wistful smile from Mr. Stokes.

Looking Into The Crystal Ball

On Friday, July 16, the company hit an all-time high peak load mark with 3285 megawatts being used in an hour. The old company record of 3,039 in September of 1970 had already been bested several times this year. Mr. Broussard is predicting a high of 3,467 before the warm days end in 1971.



Ray Broussard - His figures must be close.

Prognosticating the future can be a risky business as any sports forecaster, weatherman, scratch sheet fan, stock marketeer, etc. can testify. Ray Broussard is such a man as he annually seeks to nail down how much energy our company will be called on to furnish for the coming year—Peak Load.

An engineer in the Engineering Planning Department, Broussard has the responsibility of trying to figure out just how much electricity is going to be needed by the company to meet the demands of our ever increasing customers throughout the system. With more and more appliances coming out every year to ease the burden, and more and more cities and homes added to the system, the task of trying to figure the power needed increases by a like amount.

What is peak load? It is the maximum kilowatt hours used for one specific hour during the year. The company must be certain to have the capacity to provide this power with enough left over in reserves to do the job in case one or more of the generating facilities in the system should fail or have to be shut down for some emergency reason.

The importance of estimating the peak load for a given year cannot be stressed too highly. It is upon these estimates that the company must base its future construction of generating, transmission and substation facilities. It is easy to understand therefore why predicting the peak load is figured meticulously, leaving nothing to chance.

Computers pick up and correlate tons of information from the various generating facilities in the system, analyze the information and produce figures which are added to still other pieces of data and information based on current facts and past growth patterns. All of this finds its way to Mr. Broussard who then uses still more information obtained from our Sales Department on their projections of industrial growth and commercial and residential sales.

Putting all this information together, Mr. Broussard then can get an accurate idea as to what the peak load for a coming year will be. Most of his predictions have been very close. "Predicting plus or minus two percent is a reasonable margin of error," said Mr. Broussard.

Employees in the Beaumont office can gauge for themselves how good the company wizard is at his job. Located on the wall in the coffee shop of the main office is a megawatt indicating meter. A red dial indicated the estimated peak load, while a larger black dial shows the actual system load at any given time during the day.

There are any number of factors that can foil the peak load prognosticator such as rain, or industrial strikes that might delay the construction of new equipment in the complex of a giant customer, but these fears are all in a day's work for our man on the 17th floor.



GSU NEWS

Navasota Welcomes Industry



Floyd R. Smith

Before a sun drenched crowd of several hundred in 100-degree-plus weather, Navasota, and the state of Texas officially welcomed Schult Mobile Homes Corp into the fold.

Governor Preston Smith, along with our company president, Floyd Smith, and various other dignitaries from Schult, parent company Inland Steel Urban Development, and Navasota participated in the groundbreaking ceremonies in the Navasota Industrial Park. Albert Miller, of the Navasota Chamber of Commerce Industrial Committee, acted as the master of ceremonies.

With an estimated annual payroll of \$1,000,000, the mobile home complex is a direct result of much work on the part of the Navasota Chamber of Commerce, the Navasota Industrial Foundation and our company's area development staff headed by Malcolm Williams.

Schult first became interested in the area through our company's advertising program, and from the initial contact the citizens of Navasota launched a determined campaign which included a labor survey in an effort to get the company to Grimes County.

The city's efforts paid off when Schult

announced it had selected Navasota over other competing cities in the East Texas area. Walter O. Wells, executive vice-president of the industry, commented on why Navasota was chosen: "Company market studies proved that Navasota would be the best location among the Texas communities we evaluated." Transportation and utility facilities, along with the location of the city and its industrial park area were some of the other factors mentioned.

(Continued on Next Page)



Among those on hand for the official welcome for Schult Mobile Homes in Navasota were, seated on the speaker's stand from left to right, the Rev. James Bond, Malcolm Williams, director of area development, Floyd R. Smith, president, and Schult's Executive Vice-President Walter O. Wells. At right, Mr. Williams appears to be sharing a favorite joke with the Governor and Mr. Smith.



Spiraling Costs Hit Hard At Nation's Utility Industry

The nation's 100 largest electric utility companies produced and sold a record 1.17 trillion kwh in 1970, and revenues rose to another all-time record 22.4 billion dollars, but all is not as rosy as it sounds.

Offsetting these impressive figures is the fact that in 1970, according to ELECTRIC LIGHT AND POWER magazine, the utility industry was hard hit by spiraling operating costs above and beyond the normal inflationary rise.

Our company figured prominently in the EL&P story. Gulf States Utilities Co. was ranked as the 21st largest company in America in terms of net income for 1970, with a percentage increase of 12.35 over 1969's figure. We were also ranked 27th in Growth In Earnings per-share, and 50th in kilowatt-hour sales. In electric sales our company was 26th with 14821 total Kwh (Millions).

On the surface these figures seem quite impressive. But the article goes on to

point out that fuel prices skyrocketed, and that taxes (especially state and local) rose significantly and "constant demand for more capacity and environmental protection, with high interest rates on borrowed capital, have reduced net incomes for a number of utilities."

As a case in point, our company, despite its high ranking in the various categories pointed out above, rates no better than 90th in terms of operating revenue gained in 1970 over 1969 with only a 6.26 percentage.

As pointed out by EP&L, there seems only one feasible solution for the utility companies -- a rate increase.

Without this rate increase investor-protection would be less and a greater risk would be involved as far as the financial community is concerned. "Since utility bond ratings are a measure of the security of an issue, lower interest coverage ratios imply company deratings and significantly higher borrowing costs in the future," stated the EP&L article.

The magazine went on to point out that if a company slipped, for example, from an "A" to a "Triple-B" rating it could add 20 million dollars to the cost of a 30-year, 100 million dollar issue, not to mention the effect it would have on market reception.

Of the top 100 utility companies, 20 of them reported a DECLINE in net income from 1969. All of the top 100 were affected by the same problems such as higher interest rates on borrowed money, fuel costs, and higher taxes. Some were more seriously hurt than others because of location, plant system and load.

To quote from Robert A. Lincicome, editor of EL&P, "1971 well may be the stiffest test of utility management powers in the industry's history. Progress has been made toward accommodating some of the problems encountered in 1970, but accommodation is like learning to live with an ulcer...you can do it, but you're only a small step from disaster."

NAVASOTA WELCOMES INDUSTRY

Governor Smith told the crowd that many new industries were realizing the value of moving away from the big cities, away from the pollution and taking advantage of what the smaller cities had to offer. The Governor cited Navasota for its efforts in going out and selling Schult on the area, and praised Schult for choosing Texas for its eighth plant.

Before he departed, Governor Smith released news that Paramount Studios of Hollywood was seriously considering the Grimes County area as a site for a major

motion picture based on the War Between the States entitled "Bad Company." Smith told the gathering that Paramount officials had been impressed with the area and the cooperation of its people. A final decision is expected soon.

President Smith, who began his career with our company at Navasota, said he would always have a soft spot in his heart for the city. "I started here," said Mr. Smith, and he concluded by saying "Gulf States Utilities Co. is proud of the fact

that it had a part in helping bring Schult Mobile Homes to Navasota".

The 75,000 square-foot plant is scheduled to go into operation in the fall, producing 13 mobile homes per-day with a peak employment of 180 persons. Initially, the plant will construct two and three-bedroom models, 12 and 14-feet wide.

The plant joins other plants located in Middlebury, Ind., Galion, Ohio, Elkton, Md., Ironwood, Mich., Plainville, Kan., Guthrie, Ky. and Sarasota, Fla.

Executive Assistant Named

Leslie M. Moor, Jr., a former reservoir engineer for Sun Oil Co., has joined the company as executive assistant presently reporting to Norman R. Lee, senior vice-president-division operations.

Mr. Moor officially joined the company late in June after receiving his master's degree in organizational behavior from Drexel University in Philadelphia. Prior to that time he had been with Sun Oil since 1953.

Born and raised in Beaumont, Mr. Moor graduated from Beaumont High School in 1948 and attended the University of Texas where he earned a B.S. degree in chemical engineering. After graduation from Texas he joined Sun Oil.

His career at Sun was interrupted by a stint in the U.S. Air Force where he served in Japan during the latter stages of the Korean conflict. First Lieutenant Moor received his honorable discharge in 1956 and returned to Sun Oil as a petroleum engineer.

During the ensuing years with Sun Oil

he progressed through various engineering jobs becoming a production engineer, research supervisor, Houston regional petroleum engineer, and reservoir engineer. "I was a regular gypsy during those years," Mr. Moor said, moving from Beaumont to Dallas to Houston and finally to Philadelphia and the corporate offices while attending Drexel as a Sun Oil Fellow.

At present Mr. Moor is not confined to one specific task. "My first assignment here is to look into the fuel supply situation and related problems, and to become a productive member of the Gulf States team as quickly as possible."

Mr. Moor is married to the former Ann Terrill of Austin, and the couple have two sons, Les III, who is 15 years old and will enter Forest Park as a Junior in September, and 11 year old Cris, who will enter the seventh grade at George Marshall.

Mr. Moor said he was happy to be back "home", and looked forward to learning about the operation of his new company and meeting his co-workers.



Les Moor
...joins company

Thrift Plan Celebrates Birthday

Thrift Plan

Purchases of Gulf States Utilities Company stock made by the Trustee during June, 1971, covering employee deductions and Company contributions through May, 1971, were as follows:

3,719 shares of common stock at a total cost of \$79,881.32, or an average cost per share of \$21.479.

77 shares of \$4.40 preferred stock at a cost of \$4,764.28, or an average cost per share of \$61.874.

The Trustee deposited \$26,385.91 with the Savings Department of the First Security National Bank of Beaumont, Texas.

This month some 2,235 employees of the company are helping celebrate a birthday, a birthday they probably didn't even know was happening.

The Thrift Plan is 14 years old this month, having begun on Aug. 1, 1957.

Since its inception, participation in the popular company program has skyrocketed to over a nine and a half million dollar business, with 85.4 percent of the eligible employees actively engaged in it through December of 1970.

Basically, the plan consists of three programs by which the employee can build up extra income (financial security) above and beyond the additional Retirement Plan.

After a year of continuous employment with the company, an employee can join the Thrift Plan and invest up to six percent of his monthly wage

with the company adding 50 cents for every invested dollar of the employee. The money goes into either, (A) Common Stock of the company; (B) Preferred Stock of the company or; (C) a Savings Account.

Last year alone \$670,650 was placed into preferred stock purchases, while over \$7,000,000 went into common stock purchases. Savings account participation amounted to over \$2,000,000. Of these figures, the company added an additional \$384,622 to the kitty for a total investment in 1970 of \$9,691,199.65.

The company has encouraged its people to use the Thrift Plan, and since 1957 has added almost four and a half million dollars to go along with the employee investments helping to assure the employee of a sizable nest-egg for the future.

People On The Move



H. R. "Hank" Rouse



J. R. "Ray" Long

Three promotions were announced in System Treasury.

H. R. "Hank" Rouse was promoted to general-director - Tax Department, J. R. "Ray" Long advanced to director-internal audits, and J. D. "Joe" Dobbs moved up to supervisor-general accounts.

Mr. Rouse, formerly director-internal audits, joined the company in 1956. He has served as senior accounting clerk, accountant, section supervisor, supervisor of general accounting and director of accounting services.

A native of Beaumont, he is a graduate of the University of Texas. He is a past president of the Sabine Chapter-National Accounting Association.

Mr. Long has been with our company since 1961. Starting out as a junior accountant, he also has been administrative assistant, supervisor of accounts payable and supervisor of general accounts. Prior to his promotion, he was supervisor of general accounts.

Born in Whitesboro, Tex., Mr. Long was graduated from Austin College in Sherman. He is a member of the Austin College Alumni Club of Beaumont.

Mr. Dobbs was employed by the company as a junior accountant in 1966. He also served as administrative accountant in general accounts and in the budget, financial and regulatory reports section.

Mr. Dobbs is a native of Ganado, Tex., and was graduated from Anahuac High School. He received his bachelor of business administration degree from Sam Houston State University.



James K. Killough



J. D. "Joe" Dobbs

James K. Killough, utility pilot for our company since 1966, has been promoted to co-pilot, effective July 1.

Mr. Killough was raised in Angelton, Tex. and became interested in flying from his father who was a crop duster pilot. "I was brought up around planes," Mr. Killough said, "hanging around them and washing them."

Mr. Killough is a graduate of Forest Park High School in Beaumont, and attended Lamar University. He received his Airline Transport Rating in May of this year.

Two promotions were announced in Baton Rouge T&D.

Daniel C. Gates, formerly utility foreman, moved up to line foreman, and Earl E. Bowlin, formerly lineman first class, advanced to utility foreman.

Mr. Gates is a 21-year employee, having started out as a helper in 1950. He progressed through various classifications as a lineman and serviceman until being named utility foreman in 1967.

A native of Kentwood, La., Mr. Gates is a graduate of Spring Creek High School. He is a Navy veteran, having served from 1948 to 1950.

Mr. Bowlin joined the company at Baton Rouge in 1949. He also has served in various classifications as lineman and serviceman.

Born in New Orleans, Mr. Bowlin was graduated from Baton Rouge High School. He served two years in the Army before his employment with the company.



Daniel C. Gates



Earl E. Bowlin

W. Don Parker has been promoted to supervisor of credit and collections in the Port Arthur Division.

Mr. Parker formerly had served as administrative accountant at Beaumont. He joined the company at Beaumont in 1959.

A native of Port Arthur, Mr. Parker is a graduate of Thomas Jefferson High School. He attended Texas Christian University and later obtained his bachelor of business administration degree from Lamar Tech.

Mr. Parker is an Air Force veteran, having served from 1950 to 1954.

Married to the former Jane Blalock of Port Arthur, Mr. Parker and his wife have two sons. They are Monty, 19, of Baytown, and Rory, 14, a student at Edison Junior High in Port Arthur. The family attends Memorial Baptist Church of Port Arthur.

Two top-level promotions became effective July 1.

R. Earl White, formerly operations manager, moved up to assistant to the president, and **Jack W. Kirkland**, who had been transmission construction coordinator, assumed the post vacated by Mr. White.

Mr. White, an electrical engineering graduate of Texas A&M, has been with the company since 1941. After advancing through various engineering posts at Beaumont, he was named engineering supervisor at Baton Rouge. In 1956, he was promoted to operating superintendent for the Port Arthur Division, and then in 1963 he advanced to operations manager.

During 1969, Mr. White spearheaded the National Alliance of Businessmen campaign to obtain jobs for the disadvantaged in the private business sector of the Sabine-Neches area.

Mr. Kirkland joined the company at Baton Rouge in 1939 after obtaining his electrical engineering degree from Louisiana State University. Positions he has held include operating superintendent at Navasota, and operating superintendent, sales superintendent, and manager of electric operations at Baton Rouge.

Both men have completed the Harvard University advanced management program.



Jo Ann L. Burnett



Joyce Babin Guillory

Two women have advanced to new posts in Lake Charles.

Jo Ann L. Burnett has been promoted to executive secretary for the division manager's staff, and **Joyce Babin Guillory** has moved up to executive stenographer for Division Operations.

Miss Burnett joined the company in 1959 as departmental clerk. She was promoted to executive stenographer in 1966.

A native of Ragley, La., Miss Burnett graduated from high school there and then completed a two-year secretarial science course at McNeese. Active in

church work, she is a director of young people's activities at Bear Pentecostal Church in Ragley.

Mrs. Guillory was employed by the company as PBX operator in 1961, and in 1966 she became customer accounting clerk. Born in Lake Charles, she is a LaGrange High School graduate.

Married to Harry Guillory, she and her husband have two daughters. They are Gina, 12, a Forrest K. White Junior High student, and Lisa, 11, a sixth-grader at Henry Heights Elementary.



W. Don Parker



R. Earl White



Jack W. Kirkland

SERVICE

THIRTY YEARS



Cohron Davis, Jr.
System Engineering
Beaumont

TWENTY



Perry A. Dickinson
Distribution
Lake Charles



Steve Glach
Production
Beaumont



Robert T. Collier
System Sales
Beaumont



Gerald DeBlanc
Treasury
Pt. Arthur



Arthur J. Edwards
Production
Beaumont



Herman Heil
System Engineering
Beaumont



Jesner J. Hopkins
Distribution
Lafayette



Emile S. Krouse, Jr.
Div. Sales
Lafayette



Ralph H. Pryne, Jr.
Production
Beaumont



Charles Saunders
Distribution
Beaumont



B. L. Thompson
Div. Sales
Beaumont



Frank L. Turner
Production
Beaumont

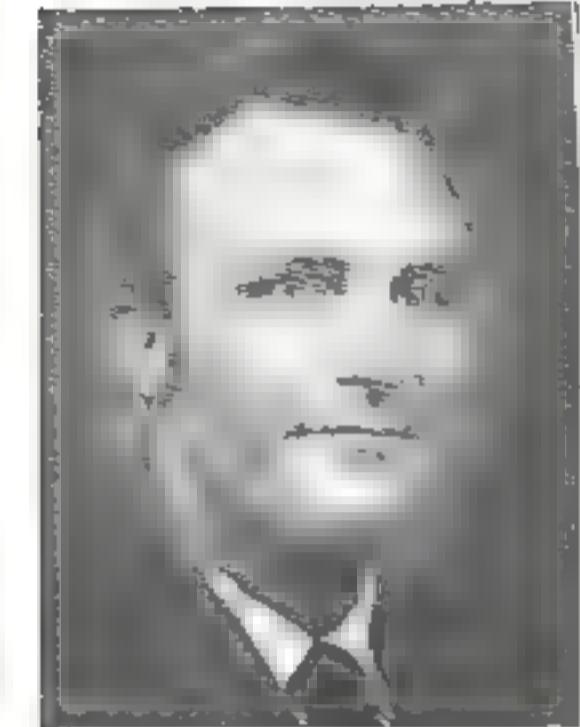


L. J. Sonnier
Distribution
Orange

AWARDS

TEN YEARS

YEARS



J. G. Benoit
Distribution
Lake Charles



Joseph Fontana
System Treasury
Beaumont



Billy Fountain
Distribution
Beaumont



C. J. Gonzales, Jr.
System Engineering
Beaumont



Gary E. Diamond
Production
Conroe



Larry Knight
System Engineering
Beaumont



G. W. Smith
System Engineering
Beaumont



Max L. Smith
Distribution
Port Arthur



E. R. Snider
Distribution
Orange



Clyde Nugent
Distribution
Orange



Robert G. Wolfe
System Engineering
Beaumont



M. M. Williams, Jr.
System Sales
Beaumont

How Well Do You Know

GSU?

How long have you been with the company, one year, 10 years, 40 years? Even if you've only finished your first day, here is a little quiz to ponder over a cup of coffee. Some of the answers may surprise even you veteran employees. The answers can be found in the Coffee Cup section of the magazine. Rate yourself: 15-16 correct, President Smith move over; 13-14 correct, not bad at all; 10-12 right, you qualify as a knowledgeable worker; 7-9, better study; six or less, FORGET IT.

1. Our company employs approximately
..... 3,000 with an annual payroll output of
\$17,835,000.
..... 4,500 with an annual payroll output of
\$21,765,000.
..... 5,000 with an annual payroll output of
\$22,000,000.
2. Name the six vice-presidents of the company.

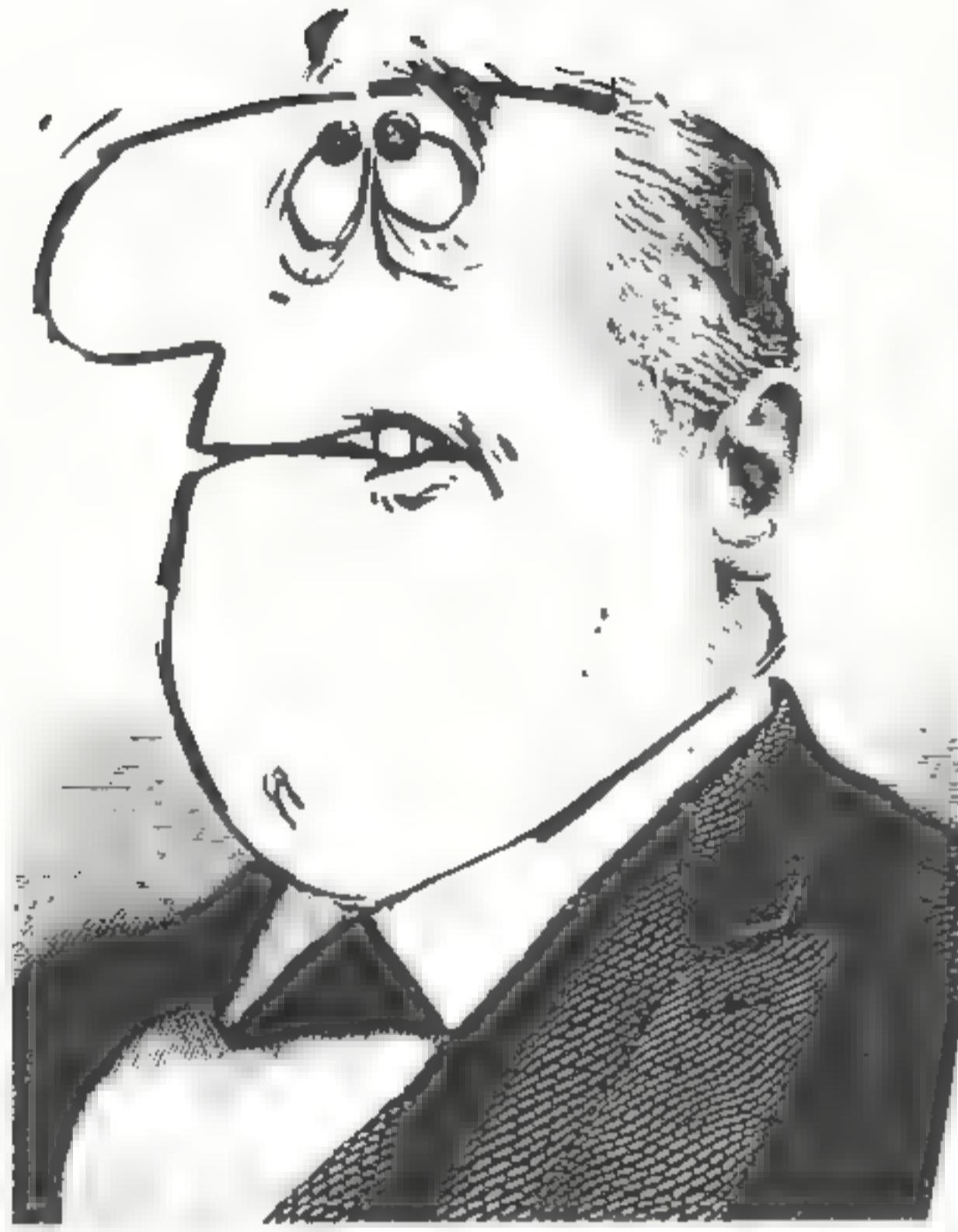
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.....
.....

3. How many generating stations does our company have in operation? Can you name them?

..... Four
..... Six
..... Eight

4. Over the five-year period, 1971-1975, we are projecting a construction program which will exceed:
..... \$500,000,000
..... \$750,000,000
..... \$1,000,000,000





5. Our company, with extensive coverage in both Texas and Louisiana, serves an area approximately

- 15,000 square miles
- 28,000 square miles
- 34,000 square miles

6. For 1970 our company paid taxes, federal, state and local, totaling

- \$800,000
- \$917,000
- \$36,315,000

7. Our company was incorporated in and its top officer was

- 1900, H. C. Leonard
- 1925, Jack G. Holtzclaw
- 1930, S. P. McFadden

8. Our electric customers number over:

- 275,000
- 360,000
- 500,000

9. What is SEFOR?

- System Evaluation For Operating Revenue
- Southern Electrical Foundation-Operating Rates
- Southwest Experimental Fast Oxide Reactor

10. One line truck, with equipment, costs the company approximately

- \$15,000
- \$22,000
- \$30,000

11. Electric sales accounted for what percentage of our company's operating revenue (\$194,602,000) during 1970?

- 55%
- 75%
- 90%

12. Approximately what percentage of full-time employees have been with the company 10 or more years?

- 45%
- 56%
- 60%

13. Floyd Smith, president and chief executive officer, announced in the 1970 Annual Report a system "first." What was it?

- Construction of a nuclear power plant
- Peak load demand exceeding the three million kw level
- Expansion of the system into Mississippi

14. In 1970 the Western Division got its first generating facility. What is its name and location?

- Wallace Sisk Station No. 1, Calvert
- Longhorn Bayou Station, Cleveland
- Lewis Creek Station, Conroe

15. Who is eligible for company retirement benefits?

- Everybody as they are hired.
- Every full time employee after six months of service and who has reached 30 years of age.
- Every full time employee who has been with the company a year and who is 30 or more years old.

16. What is the "Thrift Plan?"

..... A plan whereby the employee can invest his funds by opening a savings account with the company adding an extra 50 cents for every dollar you invest.

..... A plan whereby the employee can buy common stock of the company.

..... A plan that allows the employee to purchase preferred stock of the company.

..... A plan designed to help employees to provide for independence in retirement over and above the Retirement Plan.

- All of these.

(ANSWERS IN COFFEE CUP SECTION)

Retirements



Price Adams



J. A. Uehlinger



Joseph A. Babin

Price A. Adams, an employee in the Baton Rouge Gas Department since 1937, retired August 1, after 34 years of service.

Mr. Adams joined the company in September of 1937 as a helper in the gas department, and progressed through serviceman second class to serviceman first class, the job he currently holds.

A native of Kentwood, Louisiana, Mr. Adams graduated from Kentwood High School prior to joining our company.

After almost 43 years of service with the company, **J. A. Uehlinger**, substation foreman at the Beaumont Service Center, retired August 1, to devote his time to hunting, fishing and perhaps some part time work.

Mr. Uehlinger, a native of Corpus Christi, graduated from Corpus Christi High and Shiner Junior College.

He joined the company in 1928 as a repairman helper in Beaumont. In 1932 he became an electrician helper and, in 1934, was transferred to our Lakeside Station in Port Arthur as station electrician.

While in Port Arthur, he progressed to master electrician and was transferred back to Beaumont in 1953 with this job title until promoted to substation foreman in 1959.

He is married to the former Jackie Stockard of Denton, Texas, and they have three daughters, Mrs. C. D. Landolt, Carole Elaine and Janna Ellen.

Mr. Uehlinger is a ruling elder at St. Andrews Presbyterian Church.

Joseph A. Babin, a collector in the Customer Accounts Department in Baton Rouge, retired August 1, after almost 33 years of service.

A native of Hope Villa, La., Mr. Babin attended High School at Oak Grove, La., and was a student at Louisiana State University for two years.

He joined the company in 1938 as a meter reader and advanced to Customer Contact Representative before being promoted to his present position.

Mr. Babin is married to the former Avie Long of Central, La., and they have one son, Arthur Francis. Mr. Babin is a member of the St. Gerard Catholic Church in Baton Rouge.

Following his retirement, Mr. Babin plans to stay busy with his garden. He also intends to catch up on his hunting and fishing, and may even teach on a part-time basis.

His most memorable moment with the company came when he was presented his Thirty-Year service pin from the President.



Service Award Breakfasts Held Around System

Baton Rouge



FORTY YEARS - - From left to right: President Smith, Mrs. F. B. Stirling, F. B. Stirling, H. B. Floyd, Mrs. H. B. Floyd, Mrs. L. F. Donaldson, L. F. Donaldson, Tullie Brady, Mrs. Tullie Brady and B. R. Garrison.



THIRTY YEARS - - From left to right, President Smith, John B. Wiggins, C. A. Glover, A. B. Cross, Wilson Cazes, J. L. Clement, Vernon Gautreaux, H. H. Faulk, Willie Banks and Lloyd Blanchard.



TWENTY YEARS - - From left to right, President Smith, Ralph Shirley, Joseph H. Pourciau, Wayne L. Huff, Gladys Smith, Euphus M. Greer, Joseph E. Zammit, Daniel C. Gates, Jr., James C. Stafford, A. J. Arnold, Jr.



TEN YEARS - - From left to right, President Smith, Thomas Perkins, Morris E. Newton, Jr., Charles L. Miller, Harriet Babin and Louis Ambeau.

Beumont



THIRTY YEARS - From left to right, L. C. McCullar, Clifford Meaux, E. L. Priest, Back Row, J. O. Castilaw, Jack Doiron, S. F. Krebs, T. W. Stiteler, Claude Stracener, R. E. White and President Smith.



THIRTY YEARS - SYSTEM PRODUCTION - President Smith, Ruby Kessler, Jim Derr.



TWENTY YEARS - SYSTEM - From left to right, front row, Albert C. Faggard, Helen P. Head, Betty Scanlon. Back row, Leonard Sterling, Clinton E. Calvert, James S. Turner, Frank Hazmark, Eldridge Matthews, Ted Meinscher, Jack Powdrill, President Smith.



FORTY YEARS - SYSTEM - From left to right, Mr. and Mrs. Ken Jumel, Mr. and Mrs. Price Bradshaw, President Smith.

Beaumont



TEN YEARS - From left to right, front row, Conrad Kincaid, Betty C. Bass, Virgil Williams. Back row, A. D. Hare, W. G. Hollins, James C. McGrew, Louis C. Sandidge, Jimmy Spurlock, President Smith.



TWENTY YEARS - From left to right, front row, Billy Gene Creel, Harold A. Dubisson, Harrison Simms, L. J. Sonnier, Joe West. Back row, Fritz Duhon, E. C. Wilson, Jamie Pike, Norman Morrison, Howard Trammell, President Smith.

Port Arthur



FORTY YEARS - Mr. and Mrs. Randy McAlpine, President Smith, Lionel Dugas.



TEN YEARS - SYSTEM - From left to right, front row, Geoffrey D. Purdon, Betty C. Raines, Jimmylu Syme, Cleo Tolley, Clara Lackey, Leslie D. Ogden, President Smith. Back row, Thomas E. Amerine, Bob Chapman, Lonnie Cobb, Austin W. Hale, Jr., Ray Long, Arden Loughmiller, Jim Wilder.



THIRTY YEARS - Left to right, President Smith and Earl Garner.

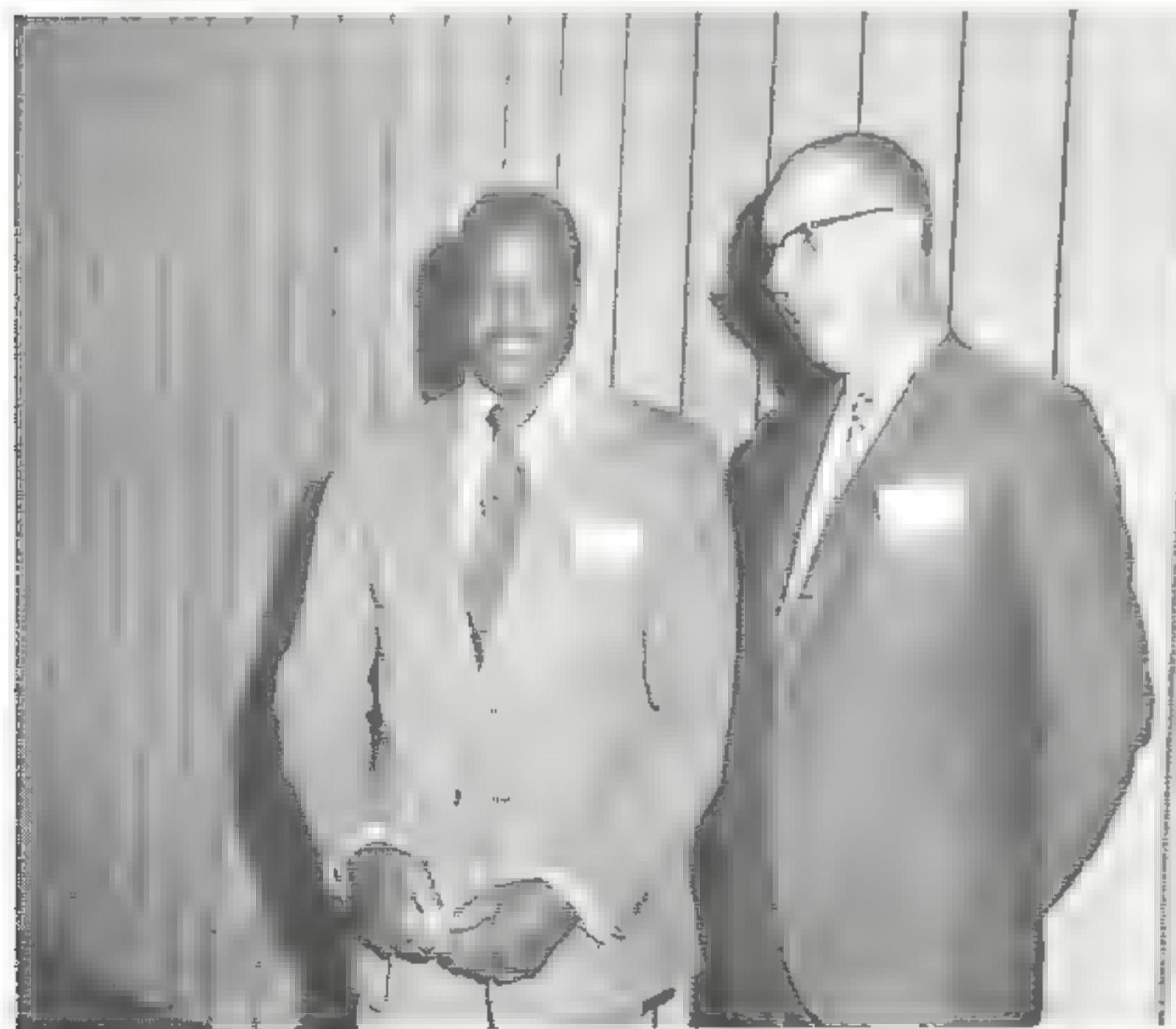
Lake Charles



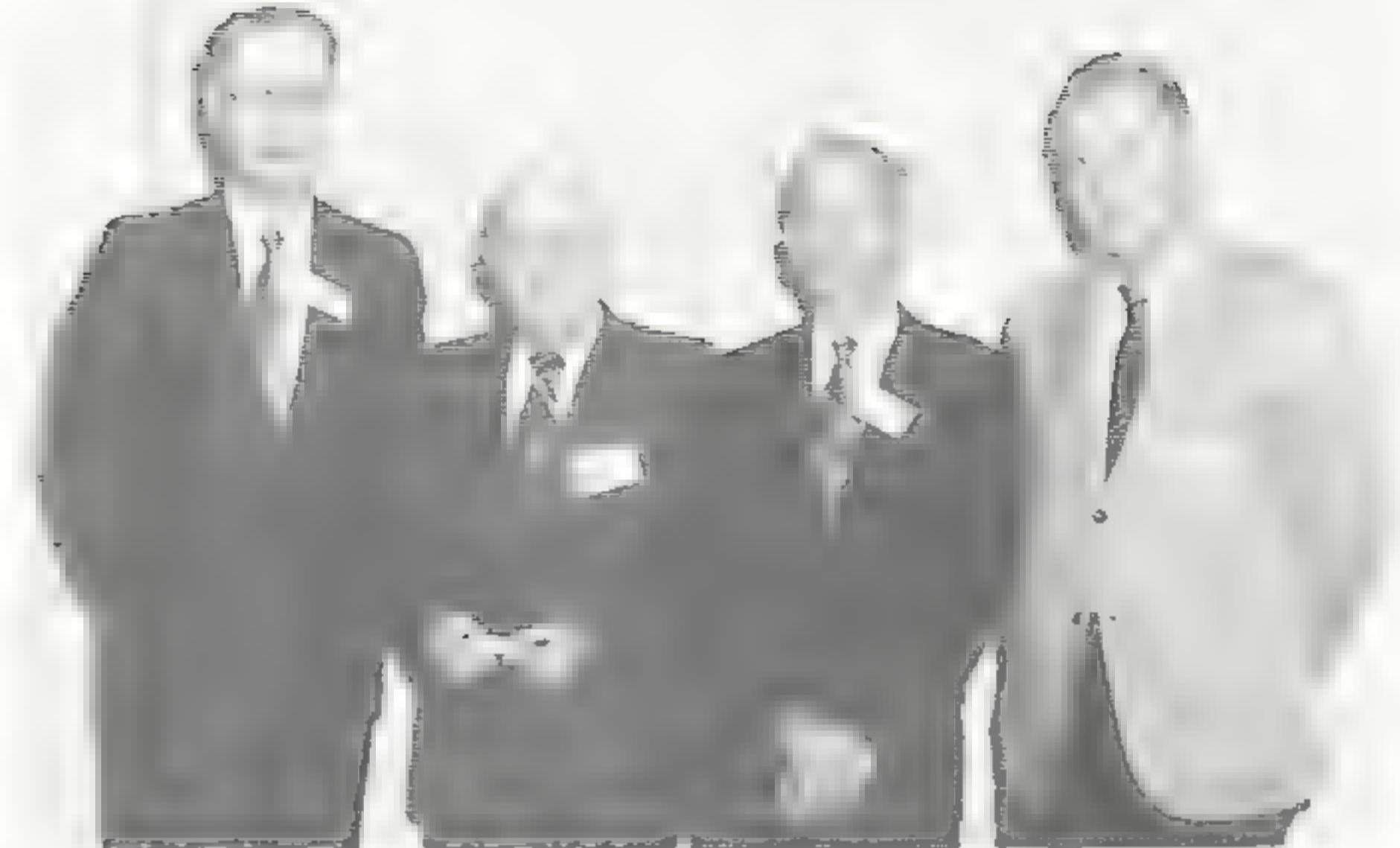
Port Arthur



TWENTY YEARS - From left to right, President Smith, D. W. Bescher, Andrew Williams, Garrett Zorn.



TEN YEARS - Paul Narcisse and President Smith.



THIRTY YEARS - From left to right, President Smith, H. H. Reed, R. W. Aleshire, Rene A. DeBlanc. (Not shown is Everett S. Pratt).



TWENTY YEARS - From left to right, front row, I. J. Bechel, J. E. Angelle, Wilfred Broussard, F. B. McGee, J. A. Trouille, Thomas D. Williams, M. L. Rushing. Back row, President Smith, A. O. Barrow, Ralph J. Broussard, H. E. Mack, R. G. Domingue, Carol Foreman, E. F. Heard, J. A. Richardson.



TEN YEARS - From left to right, President Smith, John Window, III, Joseph Cloutier, Joseph J. Gresko, George McCarthy, Daniel R. Blanchard.

Deaths

David L. Murphey, who retired in 1955 after 31 years of service with the company, died June 26 in Houston, Texas.

Mr. Murphey was property and maintenance foreman in the Transmission and Distribution Department at the time of his retirement.

A native of Jacksonville, Texas, Mr. Murphey attended school in Troup and began work with Western Public Service Company, which was later purchased by our company in 1924. He was chief engineer in Bryan, Texas at the time.

He remained in that position with our company in Navasota and Calvert. Mr. Murphey was promoted to maintenance foreman and transferred back to Navasota where he remained until his retirement.

He is survived by his wife, Bessie W. Murphey of Houston, and two daughters, Mrs. C. E. Copenhaver of Houston, and Mrs. Mary Denva Marion.

Edward L. Hegwood, Sr., retired line foreman of Cleveland, Tex., died June 30. Mr. Hegwood had retired in September of 1970 after almost 40 years with the company.

Mr. Hegwood began his career with the company in 1929 as a lineman. He progressed steadily through serviceman, serviceman first class and then to line foreman.

A native of Smith County, Mississippi, he attended school in Hattiesburg and studied electrical engineering through correspondence courses.

Mr. Hegwood is survived by his wife, the former Doris Hughes, and three children, Edward L. Hegwood, Jr., who is assistant to general line foreman in Beaumont, Barbara Smith of Cleveland and Doris Kurten, whose husband is with the company in Conroe.



David L. Murphey



Edward L. Hegwood



May Thomson

Munger T. Ball Board of Directors

Munger T. Ball, long time advisory director of the company and retired Chairman of the Board, Sabine Towing and Transportation Company Inc., died June 27 in Port Arthur.

Mr. Ball had been a member of our board of directors since 1940.

A native of Elm Creek, Neb., Mr. Ball had lived in Port Arthur since 1908. He was the oldest living graduate of Southern Louisiana Institute, having graduated in 1901.

He was a member of numerous organizations, among them the Sons of the American Revolution, past president of the Propellor Club of Port Arthur and past potentate of El Mina Shrine Temple of Galveston.

As a Shriner he rose to prominence and served in many capacities including committees of the Imperial Shrine of North America. He was honored for 50 years of Shrinedom and the Texas Legislature passed a resolution honoring him. This resolution was personally presented to him by the then Governor Price Daniel.

Survivors include his wife and one son, Leslie Ball, a Beaumont Lawyer.

May Thomson, a retired senior clerk in the Lake Charles Accounting Department died July 3, in that city at the home of her sister, Mrs. Edward Phillips.

A resident of Lake Charles all her life, Miss Thomson worked for the Lake Charles Railway, Light and Water Works, then with our company from 1929 until her retirement in 1962.

She was a charter member of Court Lady of the Lake No. 695, Catholic Daughters of America, and a member of the Immaculate Conception Church and the Ladies Alter Society.

Miss Thomson graduated from St. Charles Academy and attended Southwestern Louisiana Institute, now the University of Southwest Louisiana. She also attended business college.

She is the sister of W. A. Thomson, retired commercial sales supervisor of the Beaumont Division.

Other survivors include three brothers, Mark F. Thomson of Los Angeles, Alfred V. Thomson of Lake Charles and Quentin R. Thomson of Tucson, Ariz., and one sister, Mrs. Phillips. There are also 16 nieces and nephews and 18 great nieces and nephews.

LETTERS

From employees, customers and friends of GST

LAFAYETTE

Gentlemen:

Recently, in fact this past Sunday evening, lightning hit a transformer in front of my house causing a power failure.

I wish to take this opportunity to thank your service department for a job well done. It was necessary for them to replace the transformer at night in order to restore service.

Their effort and efficient service was and is appreciated by me and my family. Thanks again for a job well done.

Yours very truly,
R. E. Freeman, Jr.,
P. O. Box 855
New Iberia, La.

BATON ROUGE

Dear Virgil (Shaw):

Just a short note to express our appreciation for some fine service tendered last Sunday by your crews.

Lightning knocked out a transformer that serviced our store and your men had it replaced in short order Sunday so that we were able to open Monday as if nothing had happened.

Many thanks to you and your fine organization.

Cordially yours,

Joe Cohn
COHN-TURNER & CO., INC.

LAKE CHARLES

Dear Mr. (Ed) Hodges:

The Sisters and Staff of St. Patrick want you to know that we are sincerely grateful for the wonderful assistance and cooperation given us the morning one of our transformers blew out.

Mr. Gene Anderson and his crew came to our rescue immediately and worked together with evident intentness until the electrical power was back in operation.

The fine performance of your men was encouraging, supportive and deeply appreciated.

Gratefully,
Sister Mary Lucille
Administrator

UNSUNG HEROES

Lake Charles American Press
Letters to the Editor

Too often we take good things and service for granted.

Last week we had a severe storm in the Carlyss area and we were without electricity some seven hours.

The repairmen with Gulf States worked until almost 1:30 a.m. to restore service -- and I would appreciate it if you would publish a big thank you for these "unsung heroes."

Mrs. William Burk
Rt. 3, Box 710
Sulphur, La.

BEAUMONT

Dear Mr. (Billy) Creel:

Thank you for providing the temporary electric service for our Western Day activities at Schlesinger's. In spite of the weather, we were able to have our program; and the residents and visitors alike enjoyed the activities. There were 500 meals served in the lobby of the Steinhagen Unit and 200 more meals served to the residents in their rooms.

Many of the residents told me personally how much they enjoyed the day's activities, and your generosity helped to make the day a memorable one in their lives.

Gratefully yours,
Harold L. Price
Director

ORANGE

To all the Employees of Gulf States:

Thank you very much for the beautiful artificial plant you have sent to our residents. The plant is setting in our lobby adding a great deal of extra life to our home. Your contribution has enabled the residents of Green Acres know that there are so many other people who care.

Most of all, the employees and the residents thank you for the wonderful thought that was sent with the tree.

Thank you,

Mrs. Ann Tanton
Administrator
Green Acres
Convalescent Center



BATON ROUGE



REPORTERS

If you have any news for "Plain Talks," simply send the information to one of the following local reporters. They will be happy to assist you in getting the material to the Editor.

BATON ROUGE: Henry Joyner, Margie Force (T&D), Fay Hebert (T&D), T. Boone Chaney (T&D), Melanie Dollar (T&D), Charles L. Miller (T&D), Jack Gautreaux (T&D), Clyde Cannon (T&D), James W. Bello (T&D), Beverly Hayden (Gas), Mel Nezat (Sales).

BEAUMONT: Linda McSwain (S.C.), Bill Toups (S.C.), Barbara Lindsey, Ann Ogden, Edy Waltmon, Linda Marks.

CALVERT: Janis E. Wilganowski.

CLEVELAND: Pat Jones.

CONROE: Frances Elliot.

GONZALES: Billy Fortenberry

HUNTSVILLE: Priscilla Chandler.

JENNINGS: Earl Mayfield.

LAFAYETTE: Bobbie Denais.

LAKE CHARLES: Johnnie Harris (T&D)

LA. STATION: Leslie Lemoine

MADISONVILLE: Wanda H. Tinsley.

NAVASOTA: Betty Dickschat, Nina Ruth Bay.

NECHES STATION: Betty Neville.

NELSON STATION: Martha Caldwell.

ORANGE: Davie Carpenter

PORT ALLEN: Adele Vavasseur.

PORT ARTHUR: Sue Williams, Lorraine Dunham (S.C.).

SABINE STATION: Kathleen Fuller.

SILSBEE: Maxie Bell.

SULPHUR: Pearl Darbonne.

WILLOW GLEN: Dora Landaiche.

WOODVILLE: Alene Waggoner.

ZACHARY: Janette Lane.

(Editor's Note: If any of the above reporters are no longer reporting or with the company, we would appreciate knowing about it. This holds true also if any reporter's name has been omitted.)

Four tired fishermen prepare to return home after a successful weekend trip to Cocodrie, La. (Left to right) They are J. L. Clement, Aubrey Glover, Donald Hood and Walt Wright. Also on the trip were Tommy Allen, Jim Davidson, George Davis, Jerold Cahal and Henry Joyner. The group netted almost 1,000 pounds of speckled trout in the two day jaunt. Using Tommy's camp (below Houma) as base. Also pictured is Elgin Henry, local resident and fish cleaner extraordinaire.

Kenny Comeaus, first class lineman, spent a week of his vacation as scout master of troop 127 at Camp Avondale near Clinton. Boating, fishing, archery and good fellowship were enjoyed by all.



John Louis Austin, son of Mr. and Mrs. Marion D. Austin (Gas Department-Baton Rouge), has received certificates from Delfair Elementary School for perfect attendance and outstanding achievement in all subject areas. John Louis is a sixth grader and has had perfect attendance the past three years.



Pretty Karen Wilson, daughter of Mr. and Mrs. Clyde V. Wilson of Baton Rouge, was valedictorian of her graduating class at Woodlawn High School. Karen, among other honors, received the American Legion Award, the South Central Bell Science Award and the DAR Citizen Award. She plans to enter LSU in the fall.

R. C. "Paw Paw" Pray, line foreman, retired July 1 and a chicken jambalaya was held to honor the event. V. C. Young, substation foreman oversaw the preparations. Gifts presented to Mr. Pray were a bridge probe (which he might need during rabbit season to keep from loosing his truck in a bottomless pit), an oil can, a pet dog, and a symbolic plaque from his friends.

Charlie Naquin, lineman first class, and his family spent the Fourth of July at Toledo Bend, just across from our Texas friends.

Bobby Hilborn returned from Uncle Sam's summer camp at Ft. Chaffee, Ark. Bob is a 20 year man already.



CONROE



LAKE CHARLES



MADISONVILLE

Andrew G. Whitmire, son of Dalton S. Whitmire (meter reader-Madisonville), made the Dean's Honor Roll at Texas A&M University. He has also been selected to receive a three year Air Force ROTC Scholarship. Andrew is majoring in mechanical engineering and is entering his sophomore year.

Home Service Advisor Karen Gratzfeld of Conroe, was presented with a wedding gift by her fellow friends and employees. Acting as gift giver was C. W. Winborn at a party held in Karen's honor.

With youngest daughter Elizabeth now on the scene at six months of age, the family of Mr. and Mrs. Milton A. Pharr (equipment operator-Nelson Station) needs only one more to field a girls' basketball team. Pictured left to right are Ann Marie (4), Helena (5), Elizabeth, and Suzanne (2).

Answers: Do You Know GSU?

1. 3,000, \$17,835,000
2. Samuel L. Adams, senior vice president, engineering and production; Norman R. Lee, senior vice president, division operations; Lionel V. Dugas, general sales manager; William E. Heaner, Jr., personnel manager; Joseph R. Murphy, Louisiana operations; Jerome M. Stokes, finance and Secretary.

3. Six. They are: Louisiana Station, Willow Glen Station, Nelson Station, Sabine Station, Neches Station, Lewis Creek Station.

4. \$750,000,000
5. 28,000 square miles
6. \$36,315,000
7. August, 1925. Jack G. Holtzclaw was top officer of Gulf States Utilities, with the title of manager. In 1930, Tom Walker was named as the company's first President and Chief Executive officer.

8. 360,000. Natural gas is distributed to an additional 67,000.

9. Southwest Experimental Fast Oxide Reactor. Located near Fayetteville, Ark., this installation is a nuclear energy research project sponsored by our company and 16 other utilities to test the "fast breeder" reactor which manufactures its own fuel as a by-product.

10. \$30,000
11. 90%. Steam products department accounts for seven percent, and natural gas sales bring in three percent.

12. 56 percent of all the company's employees have been here 10 or more years.

13. Peak load demand was 3,039,400 kw, exceeding for the first time the three million kw level. Average residential kilowatt-hour usage surpassed 9,000 for the first time with 9,044 kwh.

14. Lewis Creek Station with a generating capacity of 530,000 kw.

15. Every full-time employee, 30 and over, who has been with the company for a year or more.

16. ALL OF THESE - A plan designed to help employees to provide for independence in retirement over and above the retirement plan. It's a voluntary plan in which the company will pay to the Trustee (Bank) 50 cents for every \$1.00 the employee saves each month out of his pay up to six percent. The fund accumulates in the hands of the bank under the direction of the employee. The employee savings, including the company contribution and the earnings on the account, will be invested, per your instructions, in (A) Common Stock of the company; (B) Preferred Stock of the company; (C) Savings Account.



LAKE CHARLES



Lake Charles Division personnel turned out in force to give Fay Denney a retirement party. Fay tries out her new "wheels" amid this cheerful group. Looking on are, clockwise, Terrell G. Franklin, Fred Johnson, Pat Franklin, Mildred Nunez, Barbara Wilkerson, Joyce Guillory, Miss Denny, Anna Raymond.



Lake Charles Division Manager Ed Hodges, left, presents E. S. Pratt with his 30-year Service pin at Roy S. Nelson Station. Roy, control operations foreman, was unable to attend the award breakfast.

The saying that "Good things come in small packages" certainly applies to the "package" the stork left for Mr. & Mrs. Paul Bourque at Memorial Hospital in Lake Charles. They are the proud parents of a baby girl born May 27, 1971. Paula Kay Bourque weighed in at a "big" 3 pounds 9½ ounces. She has now gained up to 4½ pounds and is 17 inches long. She will be able to go home with her parents when she reaches 5 pounds. Paul is Shop & Field Tester in the Lake Charles Meter Shop.

PORT ARTHUR



Arsey Borne, supervisor of customer accounts in Port Arthur, was feted at a retirement party by his fellow friends and co-workers. Over 200 people attended to wish the popular veteran a happy retirement. George Irvin, division accounting supervisor, presented Mr. Borne with a gift on behalf of everyone there -- a set of plastic garden tools (as a gag), and a collector's pouch full of money.

DAYTON

E. L. Priest, district superintendent at Dayton, has been installed as president of the Dayton Rotary Club. T. O. Davis, prominent doctor and long-time Rotarian of Liberty, Tex., presided at the ceremony.

Other officers are Kenneth Almond, vice-president; R. C. Thom's, secretary; J. W. Robinson and M. C. Magee, directors.

BEAUMONT



Tom Moses, prior to his leaving for two week summer camp at Ft. Hood, was promoted to five-star general by his wife, Jeanette, and co-workers. The Army may not understand this, and at last word Tom was back to being an enlisted man. Joining in on the party are, left to right, Tom, Darlene Robertson, Jeanette, Judy Hammond, Sandra Angelle and Jan Schneider.



Daisy Fontenot, steno in System Sales, is a blurr of motion as she opens a going away gift presented to her by her fellow co-workers on the 11th floor in Beaumont. Among those on hand for the party were, left to right, Bill Cropper, Jim Turner, Wally Sisk and Mildred Tribble. Daisy will be living in Dallas now where her husband, Doug, was transferred.

Larry G. Revia, assistant storekeeper in Treasury at the Beaumont Service Center, was married June 7 to Jenny Foster of Vidor. Susan Tucker (T&D), and Wayne Broussard (Treasury) were in the wedding party. The new Mr. and Mrs. Revia honeymooned in Galveston.

Three days after the wedding, Wayne became a father for the third time. His wife, Brenda, gave birth to a eight-pound-seven-ounce bouncing baby boy.



Welcome Aboard!

BATON ROUGE DIVISION

Gas Department

Jacobs, Russell A., Jr., Helper-Gas Dept

Production

Lemoine, Fredrick J., Operator's Helper (La Sta)

Distribution

Sistrunk, William M., Helper-T&D Dept (Line)
Addison, Richard A., Helper-T&D Dept (S/Sta)
Walsh, Randy R., Helper-T&D Dept (Line)
Locke, Quitman E., Helper-T&D Dept (Line)
Cline, Margaret B., Dept Clerk - T&D (Meter)
Thompson, Georgain, Dept Clerk - T&D (Service)
Smith, Joy A., Dept Clerk - T&D (Service)

Sales

Allison, Patricia A., Home Service Advisor-Jr

Treasury

Billeaudau, Linda S., Clerk - Custs Relations

SYSTEM DEPARTMENTS

System Engineering

Russian, Joseph L., Engr Helper - Eng Des (Des Eng-Const Drftg)

Information & Data Services

Delaney, Barbara E., Tab Machine Oper (Data Sys Operns)
Rienstra, Erin T., Dept Clerk (Records)

System Treasury

Stalcup, Lindy W., Clerk - Gen Acctg (Plant)
Fincke, Iva J., Clerk - Gen Acctg (Order Proc)

BEAUMONT DIVISION

Treasury

Thibodaux, Nancy W., Clerk - Cust Acctg
Parker, Dorothy H., Clerk - Cust Acctg

WESTERN DIVISION

Distribution

Walkoviak, William T., Helper-T&D Dept (S/Sta)
Anderson, John H., Helper-T&D Dept (Line)
Dishman, Walter A., Helper-T&D Dept (Line)

Sales

Fleming, Emily W., Home Service Advisor-Jr

LAKE CHARLES DIVISION

Distribution

Siener, Francis R., Jr., Engr Helper - T&D (Eng)
Rankin, Charlotte A., Dept Clerk - T&D (Eng)

Management and/or Part-time Employees

EMPLOYED

Tomlinson, Franz R., Engr - Sys Prod
Kimball, Steven L., Admn Acct - Sys Treas (Sys Bill Recds)
Conrey, Clifford M., Admn Acct - Gen Acctg (Order Proc)
Barclay, Daniel A., Student Engr - T&D (Engr)
Elmer, Victor J., Engr - T&D (Relay)

dis GRUNT lings

SMIDLEY, MANAGEMENT HAS ASKED ME TO TALK TO YOU ABOUT YOUR APPEARANCE. I'M SURE YOU UNDERSTAND WHY.



NO, NOT REALLY. YOU SEE...



I'M FOSTER, NOT SMIDLEY.

HOW STUPID OF ME! I KEEP FORGETTING SMIDLEY IS THE ONE WITH THE BEGONIAS.



DICK WILSON © 1967

Etta's Salad Hints



Etta Webster, one of Baton Rouge's newest Home Service Advisors, enjoys "experimenting with new and unusual recipes" for her family and friends. Etta joined the company last fall following her graduation from Southern University in January 1970. Her husband and two children can attest to the fact that Etta's cooking experiments keep dinners in the Webster household "interesting." This month she shares some of her tried-and-true summer salad recipes.

Secrets of a Successful Salad Maker

Salads are always in good taste. They offer variety, food values and often that bit of color needed to perk up an otherwise drab menu.

A good rule of thumb to remember when choosing a salad is that light rather than heavy rich salads go better with hearty meals. Tart salads are especially good with seafoods. Hot or hearty salads make good main dishes and fruit salads may be used as appetizers, desserts or meat accompaniments.

Here are a few suggestions for making each salad a success:

1. Have all ingredients thoroughly washed, dried and chilled.
2. Use a variety of salad greens, both for tossed salads and for garnish. Besides lettuce use romaine, watercress, endive or spinach.
3. Vary salad oils -- use cottonseed, olive or peanut oil.
4. Sprinkle on salad dressing - do not pour and do not use too much, just moisten.
5. Break salad greens for tossed salads -- do not cut.
6. Cut fruit for salad in large enough pieces to identify -- do not mince. Drain canned fruits thoroughly.
7. For molded salads use salad dressing in molds so salads will unmold easily. Do not add extra gelatin as it will make salad tough.

Serve a salad every day, but aim for variety.

Seafood Salad

2 cups flaked crab meat,
tuna or cleaned cooked shrimp
1/2 cup diced cucumber
1 cup chopped celery
3 hard-cooked eggs, quartered
1/4 tsp. salt
Dash black pepper
1/4 cup green onion, chopped
Juice of 1 lemon
1/4 cup mayonnaise

Combine ingredients except lemon juice and mayonnaise. Sprinkle with lemon juice and moisten with mayonnaise. Chill and serve on crisp lettuce. For tuna salad, add 4 small sweet pickles, chopped. Makes 6 servings.

Sensation Tossed Salad

1/2 head chilled lettuce
1/2 head chilled romaine
1/2 cup salad oil or olive oil
3 Tbsps. lemon juice
1 clove garlic
1/2 cup grated Romano cheese

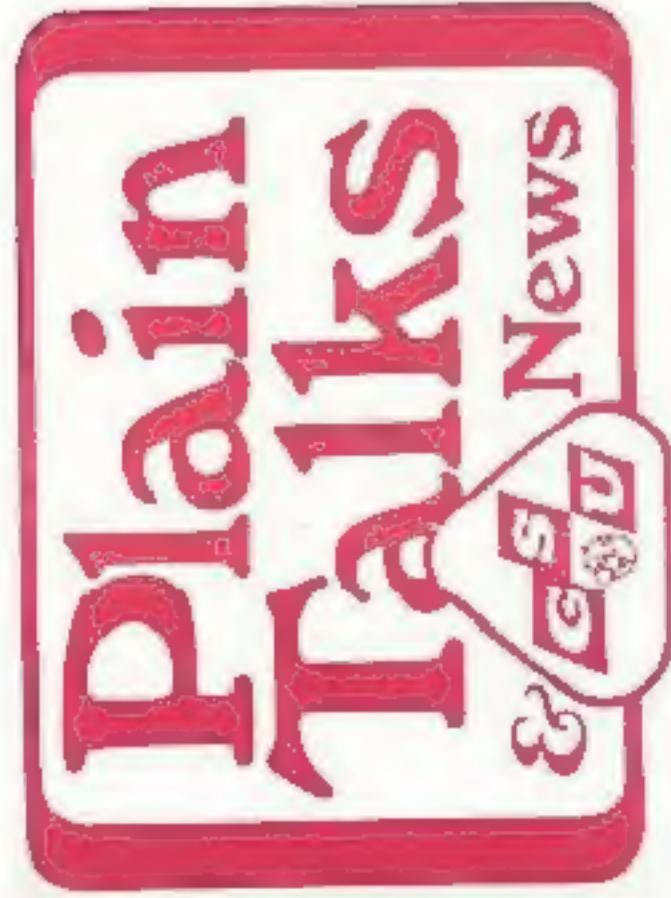
Break lettuce and romaine into bite-size pieces. Combine oil, garlic and lemon juice; shake well. Remove garlic. Toss greens, oil mixture and cheese lightly. Serve immediately before meal in salad bowls. Serves 6 to 8.

Frosty Fruit Salad

One 3 oz pkg. cream cheese,
softened
1/2 cup mayonnaise or
salad dressing
2 Tbsps. lemon juice
1/8 tsp. salt
2 Tbsps. sugar
1 cup canned pineapple tidbits,
drained
1 cup orange sections, diced
1/2 cup maraschino cherries,
quartered
1/2 cup pitted, canned Royal Anne
cherries, quartered
1/2 cup pecans
1 cup heavy cream

In a large bowl, blend softened cream cheese, mayonnaise or salad dressing, lemon juice, salt and sugar. Lightly mix in pineapple, oranges, cherries, and nuts. Whip cream and fold it into the above mixture. Pour into a greased 1 1/2 quart mold and freeze. To thaw, let mold stand in hot water two or three minutes, then unmold on salad plate. Thaw one hour in refrigerator. To serve, garnish with salad greens and fresh fruit. Use a sharp knife to cut salad into wedges. If desired, top each serving with additional cream. Serves eight.

Bulk Rate
U. S. POSTAGE PAID
Beaumont, Texas
Permit No. 11



AFTER FIVE DAYS RETURN TO

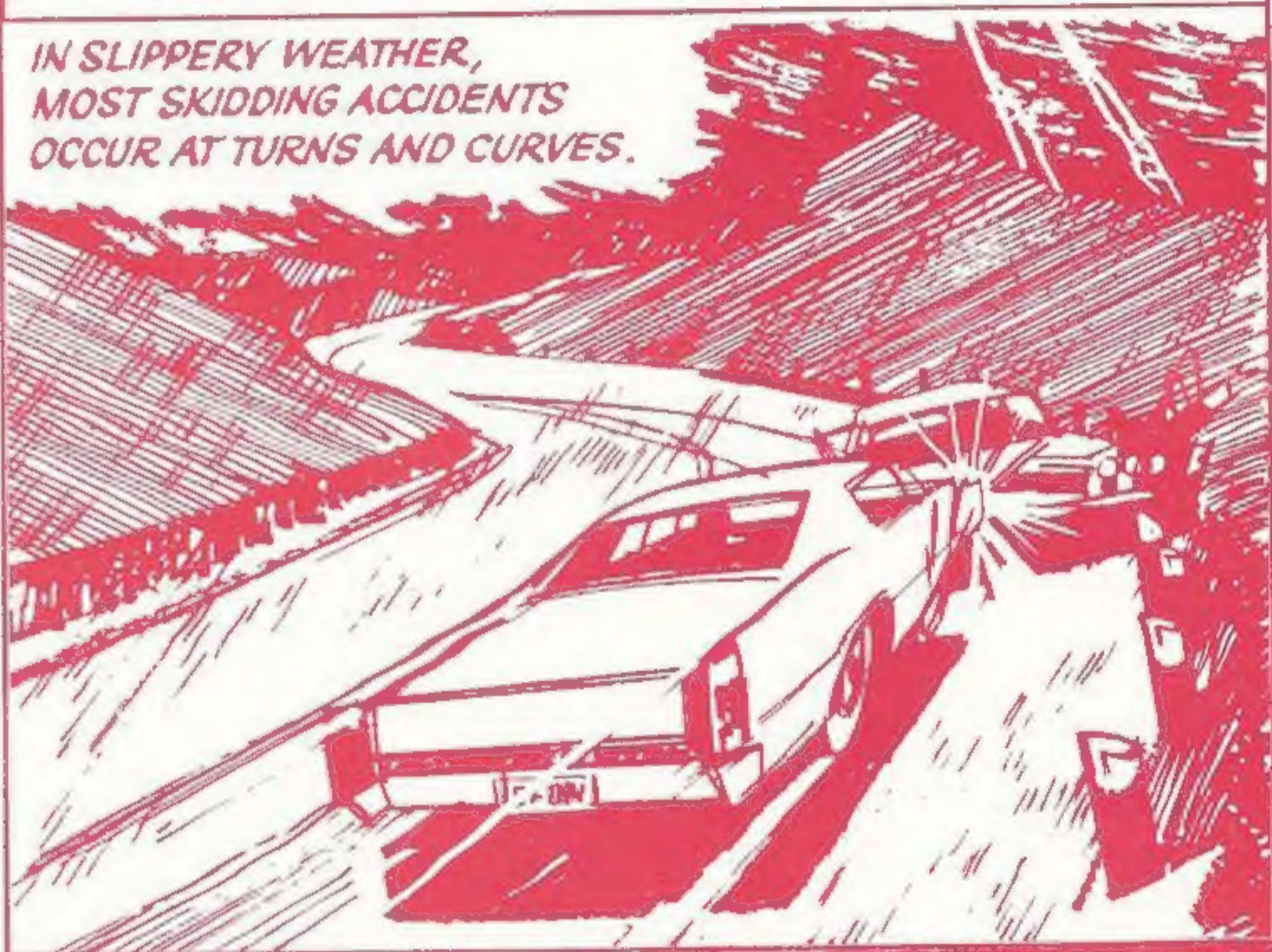
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BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

Prevent Accidents

THE SAFE DRIVER

IN SLIPPERY WEATHER,
MOST SKIDDING ACCIDENTS
OCUR AT TURNS AND CURVES.



IN APPROACHING TURNS AND
CURVES ON A SLIPPERY
ROADWAY, THE SAFE DRIVER
PUMPS HIS BRAKES RAPIDLY
TO REDUCE SPEED, THEN
MAINTAINS A CONSTANT
SPEED IN TURNING OR
ROUNDING THE CURVE.



IF YOU START TO SKID, DON'T
BRAKE! EASE OFF THE GAS
AND STEER IN THE DIRECTION
THE REAR WHEELS ARE
SLIDING. AS THE CAR BEGINS
TO STRAIGHTEN OUT,
STRAIGHTEN OUT THE
FRONT WHEELS.

PREPARED BY THE INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN COOPERATION WITH THE HIGHWAY USERS FEDERATION